

# 2021 RADIO SURVEY SCHEDULE



Week no	Survey Weeks Sunday - Saturday	Sydney	Melbourne	Brisbane	Adelaide	Perth	Newcastle	Canberra	Gold Coast
	27 2								
1	Jan 3 9								
2	10 16								
3	17 23								
4	24 30								
5	31 Feb 6								
6	Feb 7 13								
7	14 20								
8	21 27								
9	28 Mar 6								
10	Mar 7 13								
11	14 20								
12	21 27								
13	28 Apr 3							S1: Apr 14	
14	Apr 4 10								
15	11 17								
16	18 24								
17	25 May 1						S1: May 14		S1: May 13
18	May 2 8								
19	9 15								
20	16 22								
21	23 29								
22	30 Jun 5								
23	Jun 6 12								
24	13 19								
25	20 26							S2: Jul 7	
26	27 Jul 3								
27	Jul 4 10								
28	11 17								
29	18 24								
30	25 31								
31	Aug 1 Aug 7						S2: Aug 20		S2: Aug 12
32	8 14								
33	15 21								
34	22 28								
35	29 Sep 4								
36	Sep 5 11								
37	12 18							S3: Sept 29	
38	19 25								
39	26 Oct 2								
40	Oct 3 9								
41	10 16								
42	17 23								
43	24 30								
44	31 Nov 6								S3: Nov 18
45	Nov 7 13						S3: Nov 26		
46	14 20								
47	21 27								
48	28 Dec 4								
49	Dec 5 11								
50	12 18	<b>Metropolitan Release</b>							
51	19 25	Survey #1 Thu Mar 11	Survey #3 Tue Jun 1	Survey #5 Tue Aug 31	Survey #7 Tue Nov 9				
	Easter Weekend	Survey #2 Thu Apr 15	Survey #4 Tue Jul 6	Survey #6 Thu Oct 7	Survey #8 Tue Dec 14				
	School Holidays	DAB+ survey results will be included within the metropolitan survey release.							

Survey release dates for regional markets are noted against S1, S2 and S3 on the schedule

# 2021 RADIO REPORTING PERIODS FOR ROLLING SURVEYED MARKETS



## SYDNEY, MELBOURNE, BRISBANE, ADELAIDE & PERTH

S1	Jan 17 to Feb 27	Thu Mar 11
S2	Feb 7 to Feb 27 & Feb 28 to Apr 3	Thu Apr 15
S3	Feb 28 to Apr 3 & Apr 18 to May 22	Tue Jun 1
S4	Apr 18 to Jun 26	Tue Jul 6
S5	May 23 to Jun 26 & Jul 11 to Aug 14	Tue Aug 31
S6	Jul 11 to Sept 18	Thu Oct 7
S7	Aug 15 to Sept 18 & Sept 26 to Oct 30	Tue Nov 9
S8	Sept 26 to Dec 4	Tue Dec 14

## NEWCASTLE (Blind)

S1	Jan 31 to Apr 24	Fri May 14
S2	Second half of S1 & May 9 to Jul 31	Fri Aug 20
S3	May 9 to Jul 31 & Aug 15 to Nov 6	Fri Nov 26

## CANBERRA

S1	Jan 31 to Mar 27	Wed Apr 14
S2	Feb 28 to Mar 27 & Apr 25 to Jun 19	Wed Jul 7
S3	Apr 25 to Jun 19 & Jul 18 to Sept 11	Wed Sept 29

## GOLD COAST / TWEED HEADS

S1	Feb 14 to Apr 24	Thu May 13
S2	Mar 21 to Apr 24 & May 16 to Jul 24	Thu Aug 12
S3	May 16 to Jul 24 & Aug 22 to Oct 30	Thu Nov 18

Please note: survey release dates are staggered to allow for the different dynamics and logistic requirements of each market.

## UNDERSTANDING BLIND SURVEYS

A non blind survey (rolling or otherwise) has a fixed and known survey period where the sample is placed evenly across the survey weeks.

For blind surveys, the 'in' survey period is fixed and known to the market (12 week periods for Newcastle). The actual eight weeks of placement, from the published 12, are selected at random and the dates withheld from the market, i.e. they are not aware the weeks the sample is being placed, hence the term 'blind'.

**For more information please contact GfK 1800 097 713**